Table 1- 11/15/07

What do you think are the community's key wants, desires, or issues relating to this area?

- Continue agricultural as long as possible (for aesthetics, tourism, fun natural thing to do)
- Maintain uniqueness of area
- Leave natural state (need areas to just to look at)
- Mix in some public use areas
- Educational botanical area/ research center
- Natural sanctuary
- Outdoor theater- music, drama (adds arts and culture)
- Water oriented cultural activities (marine life education)
- Civic uses- Civic center/ performing arts center
- Designated horse trails
- Scripps educational facility

Do you have any thoughts or ideas on what can de done to encourage or promote agriculture remaining in this area?

- Subsidies
- City tax breaks
- Ensure water supply/recycled water (reliable)
- Include advertisement in city publications
- Adequate housing for ag. Labor (low cost/ somewhere in Carlsbad)

When and if the landowners determine that agricultural use of this area is no longer economically viable, what other open space uses do you think would be the most desirable and benefiting to the community such as active open space uses, passive open space uses, cultural and civic open space uses, a combination of the above uses or other types of open space?

- Educational facilities
 - o Botanical
 - o Animals
- Playgrounds/ walking trails/ ball fields (something for everyone)
- Gold course
- Civic uses but limited buildings (site 3- some buildings
 - Outdoor theater with shell
- Community gardens connected to educational facilities

Table 2- 11/15/07

- Quiet place
 - o Shade
 - o Picnic
 - Place to hike

- Wilderness type atmosphere
 - o Accessible trails to all
- Low key uses
 - o Wide open spaces
 - o Low density (refer to space)
 - o Pretty openness
 - o No commercial development at all
 - Very low use
 - o Balance between open space uses and active space
- Multiple uses
 - o Trails
 - o Civic type uses
 - o Sports facilities
 - Lagoon access
 - o Cultural amenities
 - o Public gathering areas near outlet malls
 - o Farmers/ public markets
 - o Amphitheater

Do you have any thoughts or ideas on what can de done to encourage or promote agriculture remaining in this area?

- City receptive to ag
- Encourage organically grown fruits/ veg
 - City would work w/ rest. to buy local grown fruits/ veg
- City should take proactive approach to working w/ farmers
- City should subsidize
- Provide water to farmers to help sub. The activity
- Farmers market needs to have a variety to be successful

- Combination of uses dependent on the specific lot
- Current habitat spaces should remain
- Consider drought resistant landscape in OS areas (natives)
- Demonstration gardens
- Amphitheatre/public gathering spaces
- Just open space (return to natural habitat)
- Public lagoon access
 - Beaches
 - Low key uses where young kids can play
- Civic center type complex (no offices)
 - o Encourages gathering
 - Recreation
 - o Music
 - o Arts

Contact land conservation groups about purchasing properties

Table 3- 11/15/07

What do you think are the community's key wants, desires, or issues relating to this area?

- Open space keep as is "ag"
- Cultural uses- arts, performing arts
 - o E.g. balboa park, botanical gardens
- Passive/ active OS
- Maintain area near lagoon as natural OS
- Reserve AG (even w/ subsidy)
 - o If not viable dev w/ uses 1-4 from handout
- Use of land should least impact to traffic
 - Least impact to prop taxes
 - Least to no impact to water
- Community gardens
- Preserve water & natural resources

Do you have any thoughts or ideas on what can de done to encourage or promote agriculture remaining in this area?

- Encourage crops that aren't as water dependent
- Organic gardening
- Education prog on buying locally- tie in w/ local farm markets
- City acquire land
- City and chamber promt AG products- last resort subsidy

- Goat farm/ petting zoo
- Promote desal
- Nursery of succulent plants
- Grow it here, sell it here, consume it here
- Recreate 1920's agriculture and farm market like video
- Split use (cat. 1-4 of handout)
- Anything that doesn't create more traffic
- Create facility (stage) for jazz in parks
- Balboa park (cult. Fac. And trails)
- If park, park (with shuttles- no parking traffic)
- Horse stables (no flies)
- Minimal amount of bldgs
 - o No admin bldgs

Table 4- 11/15/07

What do you think are the community's key wants, desires, or issues relating to this area?

- Green areas
 - o Flowers, trees, pads.
- Preservation of the flower fields enhancement of remaining land area for calm and peaceful recreation and community use.
- Make Carlsbad more livable set of villages (no big city)
- Small and cultural
- Open space usable for walking running...(no green grass) native plants
- Community gathering places (amphitheater) side 4 park picnic
- Botanical gardens
- Skateboard park
- Sport fields
- Museum
- Land left as farm land until the farmers give up
- Keep the str. Fields and flower fields- don't change

Do you have any thoughts or ideas on what can de done to encourage or promote agriculture remaining in this area?

- Small farmers- diversity
- Experimental- no pollution
- Water conservation and env. Protection
- Ensuring that farmers can keep selling their goods
- Eat more strawb.
- Give a tax break to growers to encourage them to grow
- Support desalination so we can have water to support flower fields
- More farmers market
- City should sponsor a workshop for the farmers (educate kids)
- Protect the fields (educate the farmers and help them with their issues)
- Combination of uses

- Premise is wrong
 - o It makes a wrong assumption that agr. Is going to die out
- Central park of Carlsbad
- Pastoral dominant
- Something that provides a benefit for all the citizens
- Combination of uses in number 3
- Combination of uses ½ active and ½ passive
- City parks and trails
- What ever (above)

Discussion:

- Skateboard park
- Good thing for young people (helmets and pads required)
- Keep it simple
- Keep communication open between the city and coastal commission
- NO MORE GOLF COURSE
- Lets build a water park (eg. Vista water park)
- No bike trails (ped trails)

Table 5- 11/15/07

What do you think are the community's key wants, desires, or issues relating to this area?

- Attractive and open
- Cultural use such as small (u 5k) amphitheater
- Agriculture w/o city subsidy
 - o Gives small community feel
- Flowers and civic/ cultural uses
- Keep strawberries

Do you have any thoughts or ideas on what can de done to encourage or promote agriculture remaining in this area?

- City provide for legal farm workers
 - o Such as low cost housing to attract famworkers
- Allow some development in exchange for retaining agriculture
- Don't want a cost to city of taxpayers
- Research tax incentive for landowners to keep ag
- Investigate methods to reduce landowner costs, such as desalinated water
- City purchase land

- Category 4 examples
 - o Museum
 - o Botanical gardens
 - o War memorial
 - History center
- Categories 1+2
- Category 3

Table 6- 11/15/07

What do you think are the community's key wants, desires, or issues relating to this area?

- Parks and recreation
- Open air amphitheater/ stage on slope
- Natural open space/ refuge
- Ag flower production
- Park
- No buildings regardless of use
 - o Except Bathrooms
- Afford to purchase for public
- Self sustaining/economically viable use
- Public/ private enterprise
 - o Complimentary private use
 - Theater/ commercial use
- Entertaining/ educational
 - Charge admission
- Interpretive center
 - Self sustaining
- Issue- try to figure out the best use for the area w/ diverse input
- Flower fields as attraction/represent Carlsbad/income
- Site 4 remain as ag/environmental issues for other uses-keep ag
- Site 2+3 not as constrained
 - Use for
- Botanical garden/ partner w/ univ/ Palomar college
 - o Self sustaining educational
- Senior center
 - o Bowling green/ meeting area
- Lagoon access
 - o Trails
- Issue- water- future

Do you have any thoughts or ideas on what can de done to encourage or promote agriculture remaining in this area?

- Buy strawberries
- Water-availability/ regulation
- Worker housing- +/- \$ cost
- \$ of recycled water (cost more)
- Ag regulations on pesticides
- Grants- subsidies as for food
- R+D- keep costs down
- Promotes education in ag
 - Kids/ seniors

When and if the landowners determine that agricultural use of this area is no longer economically viable, what other open space uses do you think would be

the most desirable and benefiting to the community such as active open space uses, passive open space uses, cultural and civic open space uses, a combination of the above uses or other types of open space?

- 4- OS
- 2+3 amphitheater
 - o High school competitive venue
 - o Cultural uses
- Commercial farmers market
- Open space
- Exhibitions
- Museums
- No traffic generators
- How to support?
 - o Self sustaining uses
- Soccer fields
- Pay to _____(skate) park
- Jazz in park
- Ag demonstration
 - o Comm. To support (EE Armstrong)
- Public/ private uses
- Community to support remaining ag

Table 7- 11/15/07

What do you think are the community's key wants, desires, or issues relating to this area?

- Limited residential growth
- Any physical structures should be no higher than 2 stories
- Leave them as strawberry fields
- Parks, play areas for kids
- Amphitheater
- Trails (hiking, biking)
- Cultural center/ Performing arts
- Passive open space
- Educational uses- agricultural museum
- Not interested in another gold course- even at 9 holes
- Habitat for animals, perhaps part of a nature center
- Active recreational use oriented towards the lagoon
- Botanical gardens

Do you have any thoughts or ideas on what can de done to encourage or promote agriculture remaining in this area?

- Community gardens
- Regional center for wholesale flowers -> as a destination
 - o "Flower Fields Plus"
 - A Flower Center
- Create an environment for safe and comfortable strolling

- An agricultural "downtown"
- With an educational component
- Businesses could help encourage visitation: public private ownership

When and if the landowners determine that agricultural use of this area is no longer economically viable, what other open space uses do you think would be the most desirable and benefiting to the community such as active open space uses, passive open space uses, cultural and civic open space uses, a combination of the above uses or other types of open space?

- See question #1 too
- City should subsidize the owner so that they can remain flower and strawberry fields
- Cultural facilities or activities based around the "flower" theme or agricultural or water themes
- Active use: ball fields
- Rose Garden: expand on the flower-growing theme
- Amphitheater like Moonlight theater in Vista
- Okay, a fold course might be okay (although we don't need it)
- Active uses: soccer fields, etc
- Make it all flower fields

Table 8- 11/15/07

- Low density
- Water edge- access to lagoon
- Active trails- access to south shore
- Forest land, trails (cat. 1, 2, +3)
- Buffer zone- amphitheater, museum, cultural center
- Family entertainment
- Attract minor league ball
- Concert
- Amphitheater
- Multi purpose facility
- Civic center
- Outdoor space
- Satellite zoo
- Look outside in region to see what jewels are and bring to Carlsbad
- Long term maintenance to lagoon
- Local ag important
- Flex use to rehabilitate back to ag
 - o le-golf course convert to ag
- Partnership to education
- Ag museum- agri
- Pricate/ public agri
- · Legislation-agri

- Tree farm
- Civic social center
- Trails to lagoon
- Trees, gardens, low density open space lots of trails
- Balboa Park- no buildings
- Natural plants
- Like Stanley Park Vancouver, BC
- Tree/ forest Named after streets in Carlsbad
- Non-automobile- bike trails
- Water taxi
- Passive trails

Do you have any thoughts or ideas on what can de done to encourage or promote agriculture remaining in this area?

- Minor league (site 3)
- Very little pavement
- Lots of paths
- Tie into SDGE property and vet park
- Pay no more than \$63 million
- Knit community together
- Plan for future family community
- Who will Carlsbad be in 50 years?

When and if the landowners determine that agricultural use of this area is no longer economically viable, what other open space uses do you think would be the most desirable and benefiting to the community such as active open space uses, passive open space uses, cultural and civic open space uses, a combination of the above uses or other types of open space?

- Multi use- ball park, arena, zoo
- Civic multi use- new facility
- Low density- trees/ forest/ green/ balboa park/ no buildings
- Majority of land "open space"
- Connected activity for community
 - None automotive
- Self sustaining- power/ water/ maintenance
- Access to lagoon water and activities
- Promote long term maintenance of lagoon

Table 9- 11/15/07

- Accessibility by public
- Leas as agriculture
- Maintain character/ Charm
- Respect for property owners
- Environmentally protected area

- Cultural uses
 - o Open air amphitheater
- Minimize negative environmental impact on water (ocean, lagoons)
- Maintain uniqueness
 - o No other place has it-flower fields, strawberry beach
- Gathering place- fountain, plaza
- Grassy fields
- Leave open land for options for future generations
- Focus is use for residents of Carlsbad, not tourists
- No chemical use!!
- Don't limit usability to citizens
 - o Open to many
- No city hall
- No gold course
- If changed Maintenance costs reasonable for city
- Don't change zoning
- No hidden agenda by the city

Do you have any thoughts or ideas on what can de done to encourage or promote agriculture remaining in this area?

- Partnership w/ colleges ag program
- Support farmers (organic)
- City subsidies
- Water conservation
- Focus ag uses on parcel 4
 - o 1, 2, and 3 negligible ag
- Farmers market
- Floral trade center
- Expand gray water policy
- Migrant worker housing

- Passive recreation-site 4
- Cultural/civic buildings
 - o Not city hall- site 3
- College partnership- ag labs- #2
- Gathering place (Spanish steps) #3
- No buildings
- Define municipal facilities on video
 - o "transparency"

Table 10- 11/15/07

What do you think are the community's key wants, desires, or issues relating to this area?

- Keep our "coastal living" feel
- Keep the small town, village, community atmosphere
- Respect our community HERITAGE

Do you have any thoughts or ideas on what can de done to encourage or promote agriculture remaining in this area?

- New agricultural technologies
- Organic farming
- Crop rotation
- Research with the farming
- \$- how does the play in?
- Farming co-op

When and if the landowners determine that agricultural use of this area is no longer economically viable, what other open space uses do you think would be the most desirable and benefiting to the community such as active open space uses, passive open space uses, cultural and civic open space uses, a combination of the above uses or other types of open space?

- Museum (auto museum?)
- Farmers market
- Performing arts theater- indoor
- Restaurants
- Ball fields, soccer fields
- Amphitheater
- Bicycle paths, hiking trails
- Community college
- Assisted living home
- Site 2- city hall, Civic Center
- OPEN SPACE- undeveloped area
- VELODROME
- Tree farms/ nurseries
- Botanical gardens

<u>Table 11- 11/15/07</u>

- Preserved with trees, animals, walking dirt trails, forest-y park-RESTORATION with public access
- Zoo, aviary, waterfall, scenic things
- Strawberry fields remain
- Picnic areas

- More public use- public access to lagoon
- Amphitheater, public gathering place, weddings, dancing
- Nature center
- Active passive uses- active trails, biking, greenbelt area
- Development similar to Mission Trails
- Nature center/ historical center with parking and restrooms, viewing platforms to ocean
- Destination points/ lookout points
- Educational opportunities for schools, recycling bins
- Integrate organic concepts to strawberry farming
- Parking lot (off topic)
- Educational connection to desal plant

Do you have any thoughts or ideas on what can de done to encourage or promote agriculture remaining in this area?

- Organic methods of farming
 - o People willing to pay more for organic
- Presence of strawberries draws customers and traffic to area
- Make strawberries more resilient/ alternate types
- Other crops
- Year-round agriculture
- Corn mazes, pumpkin patches, off-season
- Community garden-lease plots to individuals
- Botanical gardens
- Some opposition to government/ federal subsidies for ag
- Subsidy at local level- citywide tax to support ag
- A ballot vote to decide
- Taking away economic uses of property lesson tax base

- Balance economic needs of developer with needs of the community
- Property improvement/ enhancements
 - o Trees, low impact habitat
- Passive open space with dirt trails
- Garden center, tennis club, stable
- Marina, Qualcomm-like stadium
- Petting zoo for native plants and animals
- Commercially viable use with surrounding trails and gardens
- Amphitheater
- Mixed uses
- Beach club, boathouse
- Community facility like YMCA or Boys and Girls Club with after school activities
- Athletic club/ health club

- Extend public transportation access
 - o (coaster) to serve tourists better
 - o Pedicabs, electric, water taxi
- Little league fields, soccer on sites 2 and 3
- Public art- museums, fountains, historic sites
- ATV paths, 4 wheelers
- Miniature golf course

Table 12- 11/15/07

What do you think are the community's key wants, desires, or issues relating to this area?

- Remain strawberries
- Agriculture
- 9 hole golf course
- Site 2: City Hall
 - o 4: Charger stadium
 - o Convention center
 - o Walking paths- trails
 - o 3: City park
- Amphitheater
- Concerts/ events/ fairs
- Open space

Do you have any thoughts or ideas on what can de done to encourage or promote agriculture remaining in this area?

- Tourism like what was done with the Flower Fields
- Grow different flowers year round

- Performing arts center
- Athletic fields
- Similar to McGee Park
- Site 2: City Hall
 - o 4: Charger stadium
 - o Convention center
 - o 3: Park (tennis, basketball)
- Site 2: extension of current Flower Fields
- Theater/ performing arts
- Active park

Table 13- 11/15/07

What do you think are the community's key wants, desires, or issues relating to this area?

- Profitable
 - o Minimize expense to community
- Highest and best use
 - Balboa Park
- Coordinated mixed use
 - o Civic/recreational gathering place
- Distinctive and unique to Carlsbad
 - o Brings community together
 - o Versatility
- Concern:
 - o General impact to area
 - o Traffic congestion
- Important:
 - o Design infrastructure for ease of access to a destination
 - o Transportation link to coaster
 - o Multi- modal

Do you have any thoughts or ideas on what can de done to encourage or promote agriculture remaining in this area?

- Growing something "unique" not common to Southern California
 - o Bring back Carlsbad avocadoes
- Community gardens
- Distribution center for agriculture/ retail sales/ tourists
 - Native plants
 - o Formers market
 - Floral trade
 - Open for retail
- Pikes Place in Seattle
- Concern:
 - o Lack of water!!
- Need to:
 - o Finding reliable sources for irrigation
- Suggestion:
 - Make water plentiful, cheaper and better quality to promote agriculture

- Parks and recreation
 - o Trails

- Lagoon access
- See question 1: highest and best use/ mixed use
- Versatility
- Carlsbad raceway
- Flexible use for long-term community need and change

Table 14- 11/15/07

What do you think are the community's key wants, desires, or issues relating to this area?

- Continued open space
- Passive parkland
- Trails
- Walking and biking
- View corridors
- Concert venue/ shows amphitheater
- Environmentally responsible
- Clear plan= clear expectations
- Tourism/ tourist attraction
- Public park similar to Aviara Park
- Maintain open space
- Active recreational fields
- Community gathering place
- Swimming pool(s)
- Link swimming pool to Legoland as a tourist destination (site 3)
- Don't want:
 - o Fast food, parking lost, stop lights, golf course

Do you have any thoughts or ideas on what can de done to encourage or promote agriculture remaining in this area?

- Provide water from desal plant
- Businesses that use locally grown produce or flowers
- Legalize use of recycled water for farming
- Provide "legal" labor for ag- provide farm housing
- Maintain a smaller strawberry field area
- Use bio-diesel fuel, for farm equipment
- Labor schedule- date f or arrical and departure
- More efficient farming techniques
- Increase flower fields
- Immigration reform
- Affordable housing- agricultural workers
- Move floral center to fields
- Subsidies for water operational resources
- Subsidies for floral boutiques
- Encourage growing of locally grown ag products
- Farming innovations
- Farming tourism

- Community/ educational garden
- Area to sell local products

When and if the landowners determine that agricultural use of this area is no longer economically viable, what other open space uses do you think would be the most desirable and benefiting to the community such as active open space uses, passive open space uses, cultural and civic open space uses, a combination of the above uses or other types of open space?

- Organic fields that will be profitable
- Active fields
- Raceway-similar to the Raceway (motor cross)
- Swim park tied to Legoland for tourism
- Vineyards
- Campground with trails for motocross
- Educational component to teach kids about nature and the local topography
- Mix of uses a swim complex, active and passive with concert venue, active park for young children, passive park and trails, aquatic venue with Olympic size swimming pool
- Passice open space with walking and bike trails
- Access to the lagoon and beach
- Agricultural testing and research center
- Agricultural educational center
- Civic area where the public can come and socialize
- Active sports that are popular
- Teen center where kids can hang out and listen to music without parents
- Dirt bike track- trails for walking and biking
- Need more sporting facilities
- Grow corn oil more environmentally safe
- Skate park
- Amphitheater with grassy area
- DO NOT WANT:
 - o Large complexes, buildings

Table 15- 11/15/07

- No special interest groups
- Directly benefits citizens not developers
- Issues: traffic, water, density, definition of open space
- Desire:
 - o Preserve views and sense of natural lands
 - o Maintain ag uses
 - o Parks and non-structures are low profile
 - o Traffic increases should have a minimum impact
 - Traffic control bumps

Do you have any thoughts or ideas on what can de done to encourage or promote agriculture remaining in this area?

- Dialogue to discuss the problems with growers
- High school
- Mentally disabled
- 4-H promotion
- Desal plant (water shortages)
- Citizens to support locally grown agriculture such as farmers markets

When and if the landowners determine that agricultural use of this area is no longer economically viable, what other open space uses do you think would be the most desirable and benefiting to the community such as active open space uses, passive open space uses, cultural and civic open space uses, a combination of the above uses or other types of open space?

- Parks
- Tennis courts
- Ballparks
- Amphitheater ie "Jazz in the Park"
 - o Community based- 300 people or less
- Minor league baseball field
- Trails
- Extensive exercise area
- Year round open market ie Pike's Market
- Outdoor wedding destination

Table 16- 11/15/07

What do you think are the community's key wants, desires, or issues relating to this area?

- Recreation space beach area
- Access to lagoon
- Community center
- Bike and trails
- Costa
- Gathering area- Brengle Terrace (Vista)
- Sports venues

Do you have any thoughts or ideas on what can de done to encourage or promote agriculture remaining in this area?

- Not to remain- change to recreation open (for all)
- De-sal station (water) to retain ag
- Could subsidize (tax break)
- Impose can on the sale of the land

When and if the landowners determine that agricultural use of this area is no longer economically viable, what other open space uses do you think would be the most desirable and benefiting to the community such as active open space

uses, passive open space uses, cultural and civic open space uses, a combination of the above uses or other types of open space?

- Site 3: Community Park/ Center similar to Brengle Park in Vista
 - o Outdoor amphitheater
 - o Picnic areas (large)
 - o Sports fields
 - o Community center
 - o Walking trails
 - o Senior center
 - o Pavilion
- Art center
- Horse trails, walking trails
- Sports fields
- Civic Center/ City Hall
- Site 2:
 - o Civic Center; Art center
 - o Botanical garden
 - o NO RV parking
 - o Park-picnic areas/playgrounds
 - o Water feature such as fountain
- Site 4:
 - o Nature trails
 - o Native state
 - o Beach/lagoon access
 - Water activities
 - o City owned campground adj. to lagoon
 - Athletic parks
 - Football, soccer, baseball